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Message Text

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22
ACTION EUR-12

INFO OCT-01 ISO-00 PA-02 PRS-01 CCO-00 CIAE-00 OTPE-00

EB-07 FCC-02 INR-07 NSAE-00 OC-06 USIA-15 COME-00

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TO SECSTATE WASHDC 2940
INFO AMEMBASSY OTTAWA

UNCLAS VANCOUVER 0798

E.O. 11652: N/A
TAGS: SOPN, ETEL, CA US
SUBJECT: MEDIA REACTION: U.S. SENATORS PROPOSAL TO TAX TELEVISION
EXPORTS TO CANADA

FOLLOWING ARE EXCERPTS FROM VANCOUVER PROVINCE AUGUST 4 EDITORIAL ENTITLED, "HARRY WILL BE MAD ABOUT THIS" "IT MAY SEEM INCREDIBLE, BUT THAT ROW OVER BILL C-58 IS STILL ON. THE LEGISLATION, STRIPPING FOREIGN PUBLISHERS AND BROADCASTERS OF CANADIAN TAX ADVANTAGES, HAS BEEN APPROVED BY BOTH HOUSES IN OTTAWA, BUT AWAITS PROCLAMATION.

"IN THE MEANTIME A GROUP OF U.S. SENATORS HAS SURFACED WITH A DEMAND TO STATE SECRETARY HENRY KISSINGER THAT HE CONSIDER A LEGISLATIVE RESPONSE. SPECIFICALLY THEY CALL FOR A 50-PER-CENT EXPORT TAX ON TV PROGRAMS DESTINED FOR CANADA--WHICH COULD COST CANADIAN STATIONS DOLS 20 MILLION A YEAR--AND A BAN ON ALL CANADIAN FEATURE FILMS, TV PRODUCTIONS AND RECORDINGS.

"THIS IS STRONG STUFF--ON THE SURFACE. YET THE CANADIAN GOVERNMENT HAS NOT ACTED UNFAIRLY. THERE HAS BEEN NO DISCRIMINATION. ALL THE GOVERNMENT HAS DONE IS REMOVE TAX CONCESSIONS THAT SHOULD NEVER HAVE BEEN ALLOWED IN THE FIRST PLACE...

"THE U.S. BORDER TV STATIONS...ARE UNDERSTANDABLY FIGHTING
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HARD TO KEEP THEIR DOLS 20 MILLION ANNUAL ADVERTISING REVENUE

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FROM CANADIANS." " ACCORDING TO THE CRTC'S(CANADIAN RADIO-
TELEVISION COMMISSION) HARRY BOYLE THIS DOLS 20 MILLION
IS DESPERATELY NEEDED FOR CANADIAN PROGRAMMING.
THE FACT IS THAT WHILE MANY CANADIAN STATIONS ARE LOW IN CANADIAN
CONTENT AS WELL AS LOSING MONEY, KVOS BELLINGHAM AND TWO BUFFALO,
N.Y. STATIONS MADE PROFITS OF DOLS. 4.7 MILLION IN 1975.

"OUR FEELING IS KVOS, LIKE TIME, WILL SURVIVE AFTER THE TAX
PEOPLE MOVE IT INTO THE 'FOREIGN' BRACKET.

" SO TO WILL CANADIAN TV IF WE ARE STUCK WITH A 50-PERCENT PENALTY
AND INCREASE IN ADVERTISING RATES WILL TAKE CARE OF THAT WITHOUT
CRIPPLING THE INDUSTRY. ACCORDING TO DARYL DUKE, PRESIDENT
OF CKVU-TV, WHICH STARTS PROGRAMMING IN VANCOUVER SEPTEMBER 5,
THERE IS A SHORTAGE OF ADVERTISING TIME--AT LEAST IN B.C.
BUT WE ARE NOT INCLINED TO TAKE THE SENATORS' THREAT
SERIOUSLY. AS MR. DUKE HAS ALSO SAID, THERE IS NO SHORTAGE OF
PROGRAMMING THAT CAN BE OUGHT FROM COUNTRIES OTHER THAN
THE U.S. WE IN CANADA ALSO MIGHT GET RILED ENOUGH TO
PRODUCE MORE OF OUR OWN CONTENT. RATHER THAN DESTROY OUR
ENTERNTAINMENT INDUSTRY, IT WOULD GIVE IT A SHOT IN THE ARM."
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